

7/13/94

May adds

- fill in last ~~two~~ weeks in May

1/2 group - receive magazine

1/2 group - new incentive pgm - catalogue
[point system]

Issue : early read on incentive plan

↓
how quickly can
points be built up
(saved)
- 3-4 mths sooner or
time

Apparation

Region 5

Michigan

Training

- Vulnerable groups in panel

21-24 - exp males

→ ^{certificate for} send tape / CD incentive
- once every two months -

must meet criteria:

2 of 4
4 of 8 - for two consecutive

Joe ① do chart by age - attrition rates

② denials on HHS w/ 3 or more smokers

③ Dec - Jan

ex Dec definition of loyalty, January couponing

Jan - Feb

Jan loyalty, February couponing

Feb - Mar

Mar - April

April - May

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